



Navy Medicine

Social Media Tutorial

Facebook, Twitter & Blogs



Introduction



- **The following slides provide a step-by-step guidance for Navy Medicine commands who have or will establish a Facebook or Twitter pages in support of their PA program.**
- **If you have any questions about the content or concepts in these slides please contact:**

**Ms. Valerie Kremer 202-762-3160
Valerie.kremer@med.navy.mil**

**Ms. Tonise Howell 202-762-3246
Tonise.howell@med.navy.mil**



Facebook



facebook

☐ Keep me logged in

[Forgot your password?](#)

Email

Password

Login

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

Sign Up

[Create a Page for a celebrity, band or business.](#)

[English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [中文\(简体\)](#) [日本語](#) >>

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Types of Facebook Accounts



The screenshot shows a Facebook News Feed interface. A red box on the left highlights the user's profile section, including the name 'Scott McIlroy', a 'Welcome' message, and a list of navigation links: News Feed, Messages, Events, Photos, Friends, Applications, Games, and Groups. Below these links are options to 'Chat with Friends' and 'Go Online'. Another red box at the top highlights the search bar and the 'facebook' logo. A third red box on the right highlights the 'Suggestions' and 'Sponsored' sections. The 'Suggestions' section lists three users: Nathan Christensen, David Luckett, and Nas Key West, each with 'Add as friend' and '3 mutual friends' options. The 'Sponsored' section features an advertisement for 'Hot Girls In Hot Tubs' with a video player and a poll question: 'In 1986, who would you make out with?'. Below the poll are three options: Holly Ringwald, Betty White, and Tootie from Facts of Life, with a note that 14,299 people voted. The main News Feed area shows posts from Dave Werner, Chinfo Visualnews, and Lesley Lykins. Each post includes a profile picture, name, text, and interaction options like 'Like' and 'Comment'.

- **Accounts**
 - **Personal Profile**
 - **Business**



Types of Facebook Pages



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facebook

Keep me logged inForgot your password?

Email

Password

Login

Create a Page

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

☐ Local business

☒ Brand, product, or organization:

Government

☐ Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

☐ I'm the official representative of this person, business, band or product and have permission to create this Page.
Review the Facebook Terms

Create Official Page

Community Page

Create support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Page name:

(examples: Elect Jane Smith, Recycling)

Create Community Page

Create a group instead?

Communicate directly with other Facebook members who share a professional interest or hobby. Create a Facebook group

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5



Page Naming



- **Official pages are open to the public and indexed by search engines such as Google.**
- **In order to be best found the name of your page should be clear and easily understood.**
- **Navy Medicine commands are encouraged to develop official pages and not “community pages”**
- **Ex.: If you are a member of Strike Fighter Squadron 11 “The Red Rippers”:**
 - **Good - VF/A 11**
 - **Better - The Red Rippers**
 - **Best - The Red Rippers, Fighter-Attack Squadron 11 (VF/A 11)**



Building your page ...



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facebook Home Profile Account ▾

Your Page has been created.
To get started, upload a picture and edit information.

Navy Test

Wall In

Settings
Hide

Country Restrictions
(What is this?)
Enter a country

Age Restrictions (What is this?)
Anyone (13+) ▾

Published (publicly visible)
Published (publicly visible) ▾
Unpublished (visible to no one but admins)
Published (publicly visible)

Save Changes Cancel

Wall Settings
Edit
Change the default view for fans and control who can post to your Wall.

Write something about Navy Test.

Insights See All

0 ★★★★★ Post Quality

0 Interactions This Week

Insights are visible to page admins only.

Create a Page for My Business

Share



Add Admins



Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

facebook

Search

Home Profile Account

Ads Manager Pages Help

Promote your page

Navy Test
Back to Pages | View Page | Delete Page

Settings
Edit
Edit country restrictions, age restrictions and published status.

Wall Settings
Edit
Change the default view for fans and control who can post to your Wall.

Mobile
Edit · Learn more
Publish status updates, photos and videos to your Facebook Page on the go.

Applications

Photos
Edit · Application Settings · Link to this Tab · Remove Application
With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

Discussion Boards
Edit · Application Settings · Link to this Tab · Remove Application
Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

Links
Edit · Application Settings · Remove Application
With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.

Video
Edit · Application Settings · Remove Application
Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.

Notes

This Page has not been published. To make this Page public, [publish this Page](#).

News for Page Admins

- 4:54pm Apr 13
Usernames for Facebook Pages
- 6:05pm Apr 7
Pages Functionality Resources: Help Center
- 5:52pm Jan 21
Introducing per post analytics for Pages

See More News

Insights
No data available because this page has not been published.

Promote your page

- Promotion Guidelines
- Promote with a Like Box

Help with Your Page
For tips and information about Facebook Pages, click here.

Promote with Facebook Badge
Get Your Badge

Create an Ad

My Hair Loss Story
Read how I managed to stop my hair loss without surgery!
Like

Shop @ Nimitz Mall
Save
Help Operation Homefront and SAVE! Thru 5/31/10 Nimitz Mall will donate 100% of our Net Profit to Operation Homefront and you'll save \$
Like

Admins Add

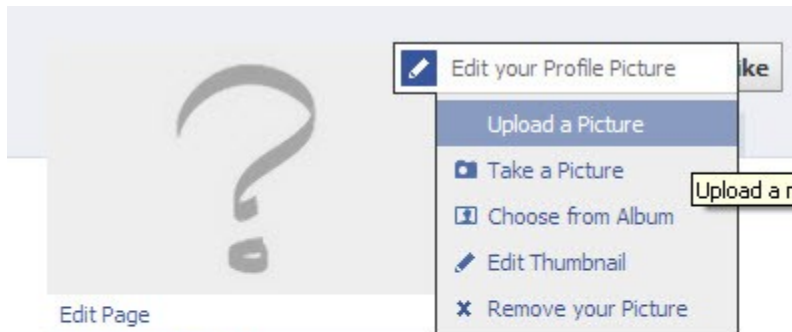
Scott McIlnay

Help with Your Page

** Remember Admins cannot be deleted



Upload Logo



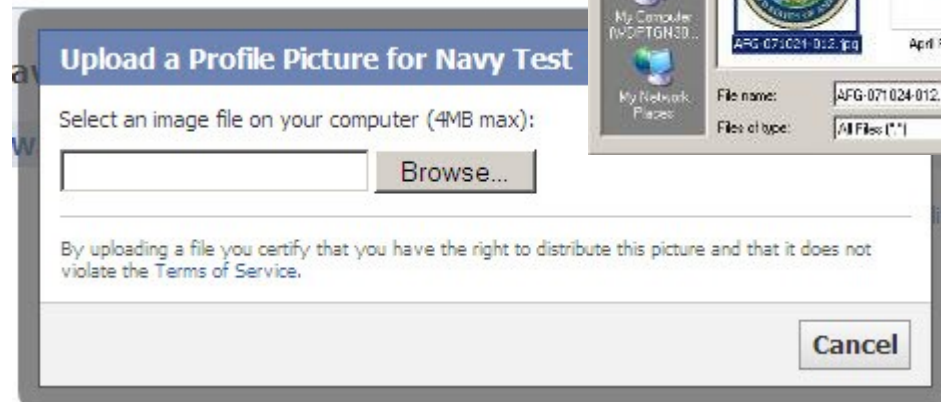
Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Write something about Navy Test.





Add Posting Policy/Disclaimer



NAVY Social Media



This page serves to compile resources and guidance on Social Media for the Navy Public Affairs Community. Link and mentions of resources/publications does not constitute an endorsement. Suggestions for additional resources for this pages are appreciated.

Latest Navy News Stories

Daily News Update

- [Social Media Significance](#) - Master Chief Petty Officer of the Navy

Navy NewsStand Stories

- [Keep Your Family Safe: Practice Discreet Security On Social](#)
- [MCPON to Sailors: Be Smart about Online Threats](#) (1/0/2010)

Social Media Directory:

The directory is a one-stop-shop of Navy social media pages across various here.

- [Social Media Directory](#) - updated often

Social Media Policy:

- [Interim Guidance for Internet-Based Capabilities - COMNAVNET](#)
- [Directive-Type Memorandum \(DTM\) 08-026 - Responsible and Effective](#)
- [Social Media Roadmap \(SSM\)](#) (requires a p-e-Net account/password)
- [DoN CIO Memo on New Web Tools](#)
- [Navy Policy for Content of Publicly Accessible World Wide Web](#)
- [DoD Web Site Administration Policies & Procedures](#)
- [Social Media User Agreement](#) (tailor as appropriate) - 8 April 2010

<http://www.chinfo.navy.mil/socialmedia.html>
http://www.chinfo.navy.mil/socialmedia/user_agreement.doc

Medical Emergency
Disclaimer (ex. This page is
not responsible for medical
emergencies.)



Setup your Wall



facebook Home Profile Account ▾



DEPARTMENT OF THE NAVY
UNITED STATES OF AMERICA

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends

Write something about Navy Test.

Insights [See All](#)

0★☆☆☆☆ Post Quality
0 Interactions This Week

Insights are visible to page admins only.

Create a Page for My Business

[Share](#)

Navy Test [Like](#)

Wall Info Photos Discussions +

What's on your mind?

Attach: [Everyone](#) [Share](#)

Navy Test + Others Just Navy Test Just Others

[Settings](#)

View Settings

Default View for Wall: [Posts by Page and Fans](#)

Default Landing Tab for Everyone Else: [Wall](#)

Auto-Expand Comments: ☒ Comments on stories will be expanded by default

Fan Permissions

Posting Ability: ☒ Fans can write or post content on the wall

- ☒ Fans can post photos
- ☒ Fans can post videos
- ☒ Fans can post links

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Navy Test



Your Text Here
Scott McIlhenny likes this.
[Like](#)



Add Content



facebook

Search

Home Profile Account

Navy Test Like

Wall Info Photos Discussions +

Attach: Everyone Share

Navy Test + Others Just Navy Test Just Others Settings

Navy Test

2 seconds ago · Comment · Like · Share

Navy Test

Navy Personnel Command Gets Back to Business
www.navy.mil
Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington

about a minute ago · Comment · Like · Share · Promote

Navy Test MILLINGTON, Tenn. (NNS) -- Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington, Navy Personnel Command (NPC), with the assistance of NSA personnel, have restored the majority of services that support the fleet.

3 minutes ago · Comment · Like · Promote

RECENT ACTIVITY

- Navy Test edited their Public Transit and Website.
- Navy Test joined Facebook.

Photos

Upload a Photo from your drive

Take a Photo with a webcam

Create an Album with many photos

Everyone Share

Link

Navy Personnel Command Gets Back to Business
<http://www.navy.mil/search/display.asp?s...>
Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington

1 of 1 Choose a Thumbnail

No Thumbnail

Everyone Share

MILLINGTON, Tenn. (NNS) -- Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington, Navy Personnel Command (NPC), with the assistance of NSA personnel, have restored the majority of services that support the fleet.

Attach: Everyone Share

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** Be mindful to update your content frequently



Get Your URL



<http://www.facebook.com/username>

facebook   [Home](#) [Profile](#) [Account ▾](#)

Your username has been set
You can now direct your friends to facebook.com/scott.mclnay.

Set a username for your Pages.
[Learn more about Facebook usernames.](#)

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Your username has been set
You can now direct your friends to facebook.com/scott.mclnay.

Each Page can have a username
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name: 

[Check availability](#)



Facebook Best Practices



- **Customize your page using Facebook apps (and don't be afraid to experiment)**
- **Be transparent - identify yourself and let your audience know what's going on**
- **Listen to your audience and be responsive - it takes two to have a dialogue**
- **Use Facebook insights to learn about your audience**
- **Give your audience the kind of content they want**
- **Manage the signal-to-noise ratio**
- **Keep posts short (420 characters is the max)**
- **Use multimedia to help tell your story**
- **Everything you and your audience posts is being watched by the world**



Facebook Resources




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- <http://www.allfacebook.com/>
- <http://www.slideshare.net/USNavySocialMedia/facebook-how-to-build-a-govmnt-pages-manual-from-facebook>
- Social Media Roadmap (on PANet)
- <http://www.slideshare.net/USNavySocialMedia/us-navy-intro-to-facebook-presentation>
- <http://www.slideshare.net/USNavySocialMedia/us-navy-family-readiness-groups-and-facebook>
- <http://www.slideshare.net/USNavySocialMedia/facebook-basics-for-navy-commands>
- <http://www.slideshare.net/USNavySocialMedia/navy-privacy-facebook-february-2010-new-homepage-application-settings>
- <http://www.slideshare.net/USNavySocialMedia/facebook-geo-targeting-post>
- <http://www.slideshare.net/USNavySocialMedia/opsec-snapshot>



Twitter





Discover what's happening right now, anywhere in the world

Following 0 Happy Star Wars Day TRENDING TOPICS Happy Cinco De Mayo Betty White Lawrence Taylor Times

Have an account? [Sign in](#)

New to Twitter?


Twitter is a rich source of instant information. Stay updated. Keep others updated. It's a whole thing.

[Give it a try >](#)

Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted.

Using Twitter for a business? Check out [Twitter 101](#)


See who's here




Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

Top tweets


[View all >](#)




timjonze At this rate Clegg'll end up with PR, no trident, control of Belgium, £750 cashback and promise Ed Balls will wear mankini in Westminster
5 hours ago



iaindale A Lib-Lab Coalition could be called the GOAL coalition: Government Of All the Losers.
5 hours ago



KathViner Harriet Harman is on the Labour negotiating team. Shock! Horror! A woman! A woman!
4 hours ago



chriscolfer Twitter should have glitches more often! I love seeing

© 2010 Twitter

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Language: [English](#)



Starting your Twitter account



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Join the Conversation Already on Twitter? Sign in

☐ Already use Twitter on your phone? Finish signup now.

Full name: ✓ ok
Your full name will appear on your public profile.

Username: Username has already been taken
Your public profile: <http://twitter.com/NavyTest>

Password:

Email:
☒ Let others find me by my email address.
Note: Email will not be publicly displayed.

Terms of Service Printable version
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the Terms of Service above and the Privacy Policy.

☒ I want the inside scoop—please send me email updates!

Join the Conversation Already on Twitter? Sign in

☐ Already use Twitter on your phone? Finish signup now.

Full name: ✓ ok
Your full name will appear on your public profile.

Username: ✓ ok
Your public profile: http://twitter.com/Navy_Test

Password: ✓ Strong

Email: ✓ ok
☒ Let others find me by my email address.
Note: Email will not be publicly displayed.

Terms of Service Printable version
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the Terms of Service above and the Privacy Policy.

☐ I want the inside scoop—please send me email updates!

Are you human?

Before we create your account, we need to make sure you're not a computer.

Type the words above

Can't read this?
[Get two new words](#)
[Hear a set of words](#)
Powered by reCAPTCHA
[Help](#)



Your Twitter Account



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Find sources that interest you You're following 0

1 suggestions + 2 friends + 3 anyone → twitter

Look who else is here! Follow the ones you like.

- Art & Design
- Books
- Business
- Charity
- Entertainment
- Family
- Fashion
- Food & Drink
- Funny
- Health
- Music
- News
- Politics
- Science
- Sports
- Staff Picks
- Staff Picks for Haiti
- Technology
- Travel
- Twitter

Step 1 of 3: Browse Suggestions

To get started, select the topics you are interested in. Find a few people you want to hear from, then follow them. When you "follow" someone, each time they tweet, you'll see their tweets on your Twitter Home page. They are notified that you are following them, and will be displayed on your public profile. You can follow or unfollow sources anytime.

Find sources that interest you You're following 0

1 suggestions + 2 friends + 3 anyone → twitter

Missing someone? Find people, organizations, or companies that are already on Twitter.

Who are you looking for?

Examples: Bill, Bill Smith, or Whole Foods

Search

Step 3 of 3: Search for anyone

This is the last step for anyone we've missed. Search for a username, first name, last name, or business name. Once you're satisfied with the sources you're following, click "Finish" below to go to your Home timeline. Find more sources to follow anytime by clicking the "Find People" link at the top of your Twitter home page.

Find sources that interest you

1 suggestions + 2 friends + 3 anyone → twitter

Many of your friends and colleagues already use Twitter. Find and follow them.

Find your contacts from:

- Gmail
- Yahoo
- AOL

Your email:

Your password:

Find friends

Email Security
We don't store your login and your password or submitted security. We store email addresses from the import to help you connect with other Twitter users. We won't email these addresses without your permission. [Learn more](#)

Step 2 of 3: Find your friends

Scan your email address book or contacts to discover which of your friends are already using Twitter. Select an email service from the list to the left. Follow any of the friends you find to add their tweets to your Home timeline.



Register Your Page



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NAVY.mil
Official Website of the UNITED STATES NAVY

US Navy Today About the Navy Navy Leadership Media Resources Links of Interest Information Index

NAVY.mil Social Media Directory

The directory is a one-stop-shop of Navy social media pages across various social media sites.

Social media is all about collaboration. While we encourage candid conversation and frank exchange of ideas, we request you voice your opinions in a respectful manner. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

- We do not allow any circumstance allow graphic, obscene, explicit or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or nongovernmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or nongovernmental agency.
- We do not allow comments that suggest or encourage illegal activity.

Add Your Command

To add a SM site to this list, please accept the conditions listed to the left. You must also be the administrator of the Navy command/unit SM site and have a .mil address associated with the site.

US Navy Organization

- +AFN Naples
- +AFN Rota, Spain
- +AFN Sasebo
- +AFN Yokosuka
- +Africa Partnership Station
- +All Hands TV

Social Media Links

Facebook, Twitter, YouTube, Flickr, RSS

Navy Social Media directory
<http://www.navy.mil/socialmedia>

NAVY.mil
Official Website of the UNITED STATES NAVY


Add Social Media Links

Your Name: Your Phone Number:

Your email address: Command Name:

Click on social media type(s) to be added: ☐ Facebook ☐ Flickr ☐ Twitter ☐ YouTube ☐ WordPress

Facebook URL:

Code from image at right: 



Twitter 'Home' vs 'Profile'



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This screenshot shows the Twitter 'Home' page. The 'Home' tab is highlighted with a red box in the top navigation bar. The main content area displays a tweet from 'NavyNews' with 9,529 following, 10,670 followers, and 949 listed. The tweet text reads: 'use #woundedwarriors to follow the action! (ks) RT @bostonmaggie Anybody got a hashtag for the wounded warrior Games in Colorado? about 3 hours ago'. The right sidebar shows the 'Home' tab selected, with links to @NavyNews, Direct Messages (1), Favorites, Retweets, Saved Searches, Lists, eye-pealed @, navy-decl-og, @M2/vatamavy-and-pao, @riemannuss-abraham-lincoln-guest, @CNO_PAC/navy-tweets, and a 'Trending: Worldwide' section.

This screenshot shows the Twitter 'Profile' page for 'NavyNews'. The 'Profile' tab is highlighted with a red box in the top navigation bar. The profile header shows the 'NavyNews' name and a bio: 'Location 314 of the world's surface Web http://www.navy.mil Bio Navy News that should matter most to the extended U.S. Navy family'. It also displays statistics: 9,529 following, 10,670 followers, and 949 listed. The main content area shows a tweet from 'NavyNews' with the same text as the Home page: 'use #woundedwarriors to follow the action! (ks) RT @bostonmaggie Anybody got a hashtag for the wounded warrior Games in Colorado? about 3 hours ago via RetSuite'. The right sidebar shows the 'Profile' tab selected, with links to 'Name NavyNews', 'Location 314 of the world's surface', 'Web http://www.navy.mil', 'Bio Navy News that should matter most to the extended U.S. Navy family', 'Tweets 9,247', 'Favorites', 'Lists navy-decl-og View all', 'Following', and 'RSS feed of NavyNews's tweets'.



Kinds of Tweets



Posts or 'Tweets'

Seabee rockin' the ukele in Afghanistan:
<http://bit.ly/ajDC2L> "Thank you - I'll be here all year!" No - thanks
YOU Seabee!
2 minutes ago via web

ReTweets or 'RT'

RT @NavyMedicine USNS Mercy arrived in Hawaii en route Pacific Partnership mission (goes thru late Sept 2010) <http://bit.ly/bXg7gg>
about 6 hours ago via web

Reply Retweet

Public replies or '@Replies'

Tweets mentioning @USNavy



BostonMaggie Just leaving Norfolk. Great tour of the base with stops at memorials for USS Cole & USS Iowa. Thanks @USNavy @NavyNews @CNO_PAO
about 20 hours ago via txt

Direct Messages or 'DMs'

Direct messages sent only to you

Inbox

Sent



GuyKawasaki Thanks for following. If the volume is too great here, unfollow and follow @alltop instead. There are no repeats on that account.

9:59 PM Apr 15th



Following



Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)

87 following 838 followers 76 listed

Tweets 159

Favorites

Following



[View all...](#)



smcilnay

Follow smcilnay

+ Follow

Lists



smcilnay

✓ Following



Lists





Followers



Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)

87 following **838 followers** 76 listed

Tweets 159

Favorites

Following



[View all...](#)

Your 838 followers



User / Name

Actions



ELTLIFTdotCOM

J Orlock

We will be at the Wnd Show in Houston next week
<http://www.eltlift.com/windmillbrackets.html>
32 minutes ago



CombatStressMCR

MCR Combat Stress | Manchester, UK
Combat Stress mentioned in the Morning Star newspaper "Charity teams up with NHS" by Paddy McGuffin: <http://bit.ly/bDUCua> about 16 hours ago



AdcockProps

Adcock Properties
Looking to rent a home in Biloxi, MS?? Call Serena today at (228) 435-5150. about 2 hours ago



chanellybby 🔒

wifeyy | duh heights





Lists



Name US Navy
Location The 7 seas!
Web <http://www.navy.mil>
Bio Twitter account of the United States Navy!
Maintained by the Department of the Navy, Office of Information (CHINFO)

87 following 838 followers **76 listed**

Tweets 159

Favorites

Following



[View all...](#)

Lists

[eye-peeled](#)
[navy-deck-log](#)
[@MQAvatar/navy-and-paos](#)
[@nieman/uss-abraham-lincoln-guest](#)
[@CNO_PAO/navy-tweets](#)

[New list](#) [View all](#)

Create a new list

List name

Description
Under 100 characters, optional

Privacy
☒ **Public** — Anyone can subscribe to this list.
☐ **Private** — Only you can access this list.

User / Name



MilitaryParts

Ashley C. Young

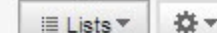
Selling military parts and equipment...let me know if you need something... about 2 hours ago

Manage lists in which MilitaryParts appears



Patriot_Nation_

Manage lists in which Patriot_Nation_ appears





Favorites



Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)

87 following 838 followers 76 listed

Tweets 159

Favorites

Following



View all...



militaryupdates #Military.com : Gates Calls for Cuts in Defense Overhead: Defense Secretary Robert M. Gates used the occasion of t... <http://bit.ly/dnU50V>

half a minute ago via twitterfeed



favorite this tweet

Reply Retweet

NavyNews's Favorites



flynavy Welcome @NavyNews to twitter! Great source for the latest info about Sailors and for Sailors.

1:08 PM Feb 19th, 2009 via web





Hashtags



What's happening?

140

Latest: use #woundedwarriors to follow the action! (ks) RT @bostonmaggie
Anybody got a hashtag for the wounded warrior Games in Colorado? about 3
hours ago

Tweet

Home



NavyVets Charles E. Nienhaus commented on Douglas Karr's group 'NATTC Memphis' <http://bit.ly/dnQCaM> #usn #navy #vets
5 minutes ago via twitterfeed

Reply Retweet



NavyNews

9,247 tweets

9,929 10,670 949
following followers listed

blip.fm

n. a easy way to share music
on Twitter.

Home

@NavyNews

Direct Messages

1

Favorites

Retweets

twitter

#Navy

Search

[Advanced Search](#)

Results for #Navy

0.04 seconds



thommooney: How am I still having dreams (nightmares) about being in the #Navy?
I thought I got out 4 years ago?
3 minutes ago from Twitterrific · [Reply](#) · [View Tweet](#)



NavyVets: Charles E. Nienhaus commented on Douglas Karr's group
'NATTC Memphis': <http://bit.ly/dnQCaM> (expand) #usn #navy #vets
6 minutes ago from twitterfeed · [Reply](#) · [View Tweet](#)

[Feed for this query](#)

[Tweet these results](#)

Show tweets written in:

English


Trending topics:

- #NowPlaying



Shortened URLs



 **SkyNewsBreak** Vince Cable tells Sky News a deal is "very close to being done" <http://bit.ly/bUbqNA>

6 minutes ago via API

Retweeted by rbonini and 10 others



crittersize this website offers free trial offers and sells discounted weightloss products ad <http://tinyurl.com/264e9tg>

4 minutes ago via API



GovNewMedia: FAQ's about FedSpace project <http://go.usa.gov/iMw>

2 minutes ago from *Measured Voice* · [Reply](#) · [View Tweet](#)



awhomes: <http://twitvid.com/RPPRV> - Find out what Realtors have to say about our new Reserve community.

3 minutes ago from *API* · [Reply](#) · [View Tweet](#)



joybwriter: [@PEOPLEPets](#) Smudge [#cutepic](#) <http://twitpic.com/1myr4m>

8 minutes ago from *Tweetie* · [Reply](#) · [View Tweet](#)



Twitter Etiquette



- **Don't ask for people to retweet your posts**
- **Follow those who follow you***
- **Thank those who follow you**
- **Thank those who retweet you frequently**
- **Give credit to those you retweet**
- **Retweet content of value to your followers****
- **Be responsive to those who @reply or DM you when they are asking a question**

*Establish guidelines for who you should follow (ex. may not be the best idea to follow an account with a political agenda)

** Be mindful of retweeting content from non-USG/DoD/DoN parties. It is ok to do, just avoid the appearance of favoritism



Twitter Best Practices



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- **Assume everything is public, only tweet releasable info.**
- **140 Characters max but 80-120 Characters ideal**
- **Abbreviations and creative spelling acceptable as long as meaning is clear**
- **Tweets need to have value to the reader**
- **Be engaging, be a person**
- **Humor and wit are acceptable and even desirable**
- **Don't make your tweet obscure, make it clear what you're talking about**
- **Include a URL to more content**
- **Include the "so what" on why this is important**
- **Include call to action**
- **Make your tweet searchable by using keywords and hashtags**
- **Manage your signal-to-noise ratio**



Twitter Resources



- <http://tweetmeme.com/>
- <http://business.twitter.com/twitter101/>
- Social Media Roadmap (on PANet)
- <http://www.slideshare.net/USNavySocialMedia/how-to-set-up-a-twitter-account>
- <http://www.slideshare.net/USNavySocialMedia/navy-recommended-privacy-settings-for-twitter>
- <http://www.slideshare.net/USNavySocialMedia/twitter-lists-2520857>
- <http://www.slideshare.net/USNavySocialMedia/snapshot-twitter-management-3621642>